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CONSUMER TIPS >>>

U.S.D.A.

1. TO DRY WELL: Look for pile loops that are soft, close together, not too tightly twisted, about 1/8 inch long. (Too long loops may catch easily.)
2. TO WEAR WELL: Look for closely woven, firm foundation fabric. Avoid towels with low thread count in warp (lengthwise) and filling (crosswise). Uniform wear more sure in towels whose breaking strength in warp equals breaking strength in filling direction.

BEFORE BUYING

1. Compare outside measurements of towels; also number of square inches of terry in each. (Terry part does the drying.)

(over)

2. If color used, make sure towel is color fast to washing.
3. Compare number of yarns in warp and filling of various towels.*
4. Compare breaking strength of ground warp and filling of various towels.*
5. Compare weight (ounces per sq.yd.) of various towels.*
6. Examine selvages, edges, hems: Look for firm selvages on both sides of towel; all raw edges turned under at least $\frac{1}{4}$ inch; hems securely fastened at corners; corded or embroidered borders tend to shrink more than terry part.

* If not on label, ask the salesman.

(Information from "Guide for Buying Sheets, Blankets, and Bath Towels," Bureau of Home Economics, U.S.D.A.)

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